

STEELTEX SPECIFIED IN ALL STEEL FRAME HOMES

Modern Steeltex, manufactured by the National Steel Fabric Company, has been specified exclusively for all Steel Frame Houses erected in the national building program now in progress. The Steel Frame House Company has announced.

Details of the building
use of the





... **A**NOTHER and important victory for *Steeltex* has now been accomplished! The Steel Frame House Company of Pittsburgh, a subsidiary of the great McClintic-Marshall Corporation, has specified *Steeltex exclusively* in the construction of the Steel Frame Homes to be erected in a great national building program in cities throughout the United States. These homes represent the most important (and the *most talked about!*) development in building industry in this country today. The final selection of *Steeltex* was made after a thorough examination and test of *all* plaster-base materials now sold. This is a definite recognition by building experts of *Steeltex* as the most modern and worthy of all such plaster-base materials.



READY FOR *STEELTEX*

HERE is a typical Steel Frame House under construction. Fabricated Steel Construction Units make possible a rigid strength in framework impossible to obtain with ordinary materials—"skyscraper" construction successfully applied to modern home building.

When complete, the exterior and interior of this house will be reinforced with strong *Steeltex*.

Steeltex is efficiently used in all forms of construction, no matter what the building material or construction type may be.



EXTERIOR

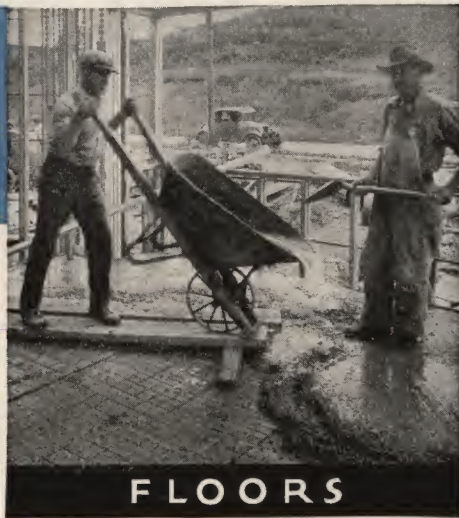
WHETHER the home exterior be stucco, brick or stone — *Steeltex* is used.

No matter which finish is chosen, *Steeltex* reinforcing is certain to add exceptional strength. In reality the finished work is a monolithic wall of steel, brick or stone, and cement. It is sealed against moisture penetration by the heavy damp-proofed *Steeltex* backing.

Yet not a single change in building methods is involved in this construction! . . . Simply the substitution of *Steeltex* in place of ordinary sheathing or building paper.



INTERIOR



FLOORS

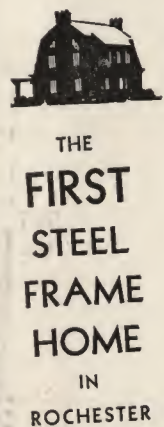
EVERY *Steeltex* job is automatically back-plastered! Instead of ordinary lathing "keys" which have no structural value, all of the plaster functions, strengthens, insulates. It spreads out perfectly smooth against the backing. It is a complete monolithic slab on both sides of the reinforcing steel. And all this is accomplished without any *extra* operation as is necessary when the ordinary "back-plastering" is done.

In effect, these *Steeltex* qualities mean greatly added strength — minimized crack hazard — sound-proofing — practical insulation against dampness.

Steeltex used in floor construction gives moisture-proof, sound-deadening insulation besides adding great strength and shock-resisting qualities that would be otherwise impossible.

In modern garage floors or cellar floors, wherever great strength and endurance are essential, *Steeltex* is definitely the accepted modern method of floor construction.

NATIONAL STEEL FABRIC CO.,
PITTSBURGH, PA.



SEE THE
INSPECT
be well
of your time
—if you ever
you are open
real progress
industry.
And when
to see just
expect to see
dull, standard
design.
Steel Frame
"model" home
ideas that
rest, it is
adaptable.
architecture
Framing is

The products of the following
are being used in the Steel
Crane Company, Plum
207 S. Central Ave.
Graybar Electric Co., Inc.
3700 Canton
Hays Manufacturing Co., Corp.
Erie, Pa.
Jones & Laughlin Steel Corp.,
Union Trust Bldg., Cl.
National Steel Fabric Co.,
Dixie Terminal Bldg., C.
Rome Brass & Copper Co.
Rome, N. Y.
Steel Frame House Co.,
Distributors, The Haysman
Summit St. and 3rd
United States Radiator
"Capital" Boilers and
Detroit, Mich.

The products of the following
are being used in the Steel Frame

HERE are reproduced in miniature a few of the national advertisements of the Steel Frame House Company published in newspapers throughout the country in connection with the national building program of Steel Frame Homes.

Steeltex enters into all of this advertising as a basic material of this modern construction. It is creating a nation-wide interest among home owners and among building men. And in addition to the published advertising thousands of people in cities are actually visiting the various Steel Frame Houses during construction and are seeing Steeltex in practical use.

ON ITS THE FIRST HOME FOR INDIANAPOLIS

HERE is something very unusual, very new. The construction ever to be erected in Philadelphia the steel frame units are speeding towards the city.

Unusual interest has been aroused. Here, as elsewhere, Homes have gone up, builders and public are on the move.

Never before have such a number of nationally known industry joined forces to create the perfect "home" building element has been carefully chosen. Eventually known.

Thousands in Philadelphia will visit the building site during erection. Other thousands will investigate the facts.

Home owners and home builders, architects, students, building men and business men—all are in some manner affected by this development in modern home building.

Here, in one forward stride, is proof in fact of many prophecies. "Practical steel framing is in line with the modern trend toward building for permanency—for strength and protection against fire..." a nationally known figure in the building industry has said.

"These homes (of all steel frame construction) are the greatest home construction leading architect."

And now—Philadelphia. A beautiful model steel-ribbed, steel in modern sky-scraper.

We can't tell this paper for the home to be built and Hewett Road Park at Forest.

Write us for details you ought to know.

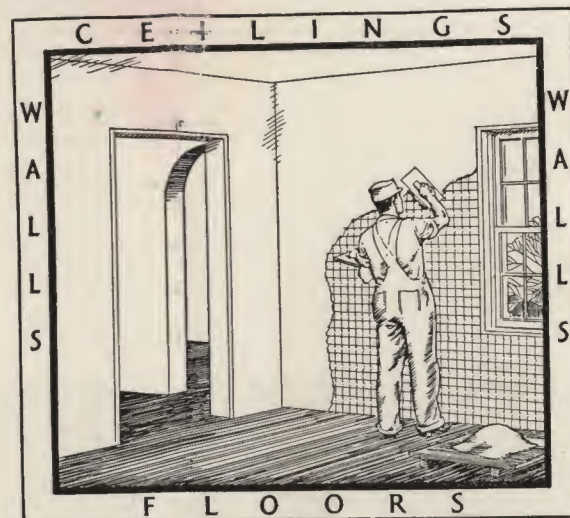
STEEL FRAME HOUSE CO.
Subsidiary of McClintic-Marshall Corporation
PITTSBURGH, PA.

FREDERICK WALLICK .. INDIANAPOLIS REPRESENTATIVE ..

STEELTEX
FOR
WALLS, CEILINGS
AND FLOORS



THE
**FIRST
STEEL
FRAME
HOMES**
IN PHILADELPHIA
WYNCOTE: WAVERLY ROAD
AND HEWETT ROAD
ELKINS PARK: FOREST AVENUE
AND MARION ROAD



All reinforced with Steeltex . . . stronger, more rigid, more durable construction than ever before!

Walls. Floors. Ceilings. The four sides of every room in your house. Important that they be strong. Important, also, that they be insulated against damp and heat and cold. Steeltex reinforcing does just that: ONE—it is three or four times as strong as the usual lath used in building. TWO—plaster surrounds the reinforcing of Steeltex—does not just cover it on one side. THREE—Steeltex reinforcing is all galvanized. It will not rust or corrode in your lifetime, or a dozen lifetimes! FOUR—Because it is not veneer but solid construction, it insulates. Keeps out heat and keeps out cold. Insulates against

damp that cracks and spoils plastering. Makes your home warmer in winter—cooler in summer—stronger and sturdier all the time. It is an added, extra service.

Above all, Steeltex is adaptable. It is supremely practical for all types and kinds of construction.

Right now, in Philadelphia, Steeltex can be seen in the modern "homes of the future" being erected by the Steel Frame House Company. If you are going to build a home, or ever intend to—it will pay you well to see with your own eyes this wonderfully sturdy new-type construction.

STEELTEX
NATIONAL STEEL FABRIC CO., Franklin Trust Building



The products of the following manufacturers are being used in the Steel Frame Home.

- Crane Co. 1301 Locust Street
Plumbing Fixtures
- Graybar Electric Co., Inc. 910 Cherry Street
Wiring and Appliances
- Hays Manufacturing Co. (Erie, Pa.)
Copper Pipe Connections
- Jones & Laughlin Steel Corporation Commercial Trust Bldg.
"J & L" Junior Beams
- National Steel Fabric Company, Franklin Trust Bldg.
"Steeltex" Reinforcing
- Rome Brass & Copper Co. Pershing Square Bldg., New York, N. Y.
Copper Pipe
- Silent Automatic Sales Corp. 1624 Chestnut Street
The Noiseless Oil Burner
- Solidon Products Inc. Wolf & Water Streets
Plaster Finishes
- Steel Frame House Co. 1210 Morris Bldg.
Subsidiary of McClintic-Marshall Corporation
Steel Framing
- United States Radiator Corporation 22nd. St. and Sedgley Ave.
Capitol Boilers and Radiators

THE
**STEEL
FRAME
HOME**



NATIONAL STEEL FABRIC CO.
UNION TRUST BUILDING
PITTSBURGH, U. S. A.



SALES OFFICES

ATLANTA, GA.
Walton Bldg.

NEW YORK, N. Y.
41 East 42nd St.

CHICAGO, ILL.
Strauss Bldg.

PHILADELPHIA, PA.
Franklin Trust Bldg.

CINCINNATI, OHIO
Dixie Terminal Bldg.

ST. LOUIS, MO.
Railway Exchange Bldg.

SYRACUSE, N. Y.
219 Onondaga Ave.

SAN ANTONIO, TEXAS
Builders Exchange Bldg.

DETROIT, MICH.
Dime Bank Bldg.

LOS ANGELES, CALIF.
1736 Naud St.

SAN FRANCISCO, CALIF.
274 Brannan St.



Digitized by ASSOCIATION FOR PRESERVATION TECHNOLOGY, www.apti.org for the
BUILDING TECHNOLOGY HERITAGE LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of

Tulane University: Southeastern Architectural Archive <http://seaa.tulane.edu>

NATIONAL
UNION
PIT

[P]

ATLANTA, G
Walton Bldg.
NEW YORK, N
41 East 42nd S
CHICAGO, IL
Strauss Bldg.
PHILADELPHIA
Franklin Trust B
CINCINNATI, C
Dixie Terminal B

SAN

CO.

, MO.
nge Bldg.
E, N. Y.
ga Ave.
IO, TEXAS
nge Bldg.
MICH.
Bldg.
S, CALIF.
nd St.

